

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. S-2181—Revise Miller Ad—Rev. No. 0000—R&W—S+G x (1+7) (A)

Printed in U.S.A.



If you've
got the
time,
Philip Morris
has the
beer.

Marlboro, Benson & Hedges, Virginia
State, Parliament and Marlboro help make
Philip Morris the fastest-growing U.S.
tobacco company—and Marlboro is the
Number One
cigarette around
the world.

But
Philip Morris
is more
than cigarettes.

It's Miller High Life for
example—the Chabaudage of beers made
by our subsidiary, Miller Brewing
of Milwaukee. Miller High Life is one of the
three nationally distributed brands of beer.

... good morning... Philip Morris is
razors. Double II, the first razor with
heat blades on two sides. Flicker
the forearm razor for women. Philip
Morris is also the manufacturer of
the famous tungsten steel Persona 74™.

... good eating... There is a good
chance that the boxes of
bouillon cubes or gravy
you buy are packaged in
containers from our
Milpines affiliate, as
are packaged dry
soups and gravy mixes.

... good living... In California, Arizona
and Colorado we sell superb homes
in planned communities.

Our Mission
Vision Corporation is a
land developer
and quality home
builder, with
affiliates building
in planned
communities in
California and
Colorado, as well
as in urban
development in Arizona.

... good night... Those colorful
patterns on your sheets
and towels were
made possible by
Polymer
Industries,
a Philip Morris
affiliate
that makes
Benzylate Chemicals
for textiles and packaging.

In 150 countries around the globe,
Philip Morris is many things to many
people. And it employs more than 20,000
people who make and sell utility
convenience and enjoyment for you.

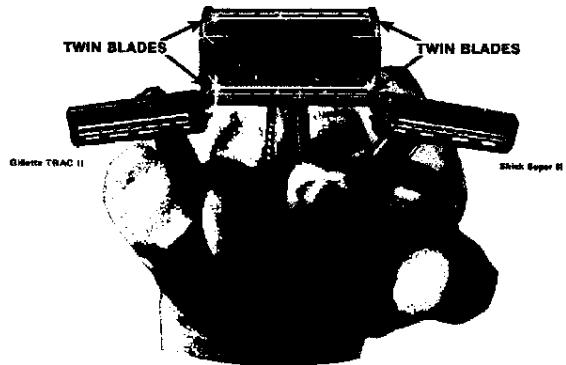
Philip Morris
INCORPORATED
100 Park Avenue, New York, N.Y. 10017

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LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 5-2370 - Introducing Double II - Reg. No. H-8586 - B&W No Bleed - 8x11 - 75 (A)
Printed in U.S.A.

Introducing Personna DOUBLE II
**the FIRST razor
with twin blades on two sides**



Personna DOUBLE II offers you...

- The opportunity for incremental sales and profits within the fastest growing segment of the market - twin blade systems.
- The opportunity to upgrade your dollar sales and profits through a higher unit price for replacement cartridges.
- The opportunity to provide your customers the speed, economy and familiarity of double edge shaving plus the safety, closeness and contemporary appeal of twin blade systems.

Personna DOUBLE II will presell your consumers with 3.7 million dollars in TV advertising and consumer promotions featuring:

- NFL football, major league baseball and prime time movies.
- \$1.50 in-pack cash refund that will give you fast turnover and repeat business.

Personna DOUBLE II combines twin blade growth with Double Edge volume to offer you more profit.

Personna DOUBLE II - It's twice the razor.



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